IN THE CLAIMS:

1. (Currently Amended) An apparatus comprising: ~~A medallion to be worn by a user, the medallion being functional in more than one mode, the medallion comprising:~~

an image display, responsive to input power, ~~for providing~~ the image display being configured to provide at least one illuminated image by means of said image display;

a power source, responsive to a fade-in signal and a fade-out signal, ~~for providing~~ the power source being configured to provide the input power to the image display;

mode selector ~~selection means~~, responsive to a selection ~~from the user who~~ that selects a mode of operation, the mode selector being configured to provide ~~for providing~~ a repetitive mode selection signal if ~~the user selects~~ a repetitive mode is selected; and

timing controller ~~control means~~, responsive to the repetitive mode selection signal from the mode selector ~~selection means~~, the timing controller being configured to automatically provide ~~for automatically providing~~ the fade-in signal indicative of increased power, and the fade-out signal indicative of decreased power, repeatedly,

wherein said apparatus is functional in more than one mode.

2. (Currently Amended) The ~~medallion~~ apparatus of claim 1 wherein the more than one mode includes the repetitive mode in which the at least one illuminated image fades in

and later fades out if the environment is dark, and an off mode in which the image is not visible if the apparatus ~~medallion~~ is in a dark environment, and a fully on mode in which the at least one illuminated image is fully visible without fading.

3. (Currently Amended) The ~~medallion~~ apparatus of claim 1, wherein the timing controller ~~control means~~ is also configured to operate ~~for operating~~ the ~~medallion~~ apparatus with less than full power at substantially all times during the repetitive mode, and ~~for varying~~ configured to vary the power during the repetitive mode so that the at least one illuminated image has an intensity that appears constant to a human eye over a period of less than five seconds.

4. (Currently Amended) The ~~medallion~~ apparatus of claim 1,

wherein the power source comprises a battery, and also comprises a switching device for regulating the power flow from the battery, and

wherein the apparatus is a medallion configured to be worn by a human being.

5. (Currently Amended) The ~~medallion~~ apparatus of claim 1, further comprising a memory ~~for receiving~~ configured to receive the at least one image via an infrared signal to the apparatus ~~medallion~~, and configured to provide ~~for providing~~ the at least one illuminated image to the image display, wherein the image display includes a transflective liquid crystal display with a backlight.

6. (Currently Amended) The ~~medallion~~ apparatus of claim 5, further comprising a communication interface~~, for outputting~~ configured to output image data from the apparatus ~~medallion~~ or ~~inputting~~ input image data to the apparatus ~~medallion~~.

7. (Currently Amended) The ~~medallion~~ apparatus of claim 3, wherein the power source is ~~for powering~~ configured to power the image display with less than or equal to half of the full power at substantially all times during the repetitive mode.

8. (Currently Amended) The ~~medallion~~ apparatus of claim 1, wherein each repetition during the repetitive mode includes an off stage, a fade-in stage, an on stage, and a fade-out stage.

9. (Currently Amended) The ~~medallion~~ apparatus of claim 8, wherein the on stage has an on duration, and the off stage has an off duration, and the on duration has a ratio to the off duration that is substantially equal to a constant.

10. (Currently Amended) The ~~medallion~~ apparatus of claim 9, wherein the constant ratio is less than or substantially equal to one half.

11. (Currently Amended) The ~~medallion~~ apparatus of claim 8, wherein any two of the repetitions respectively have a first duration and a second duration that differ by a difference that is less than one-tenth of the first duration.

12. (Currently Amended) The ~~medallion~~ apparatus of claim 1, wherein the power source comprises a battery that is rechargeable while the battery is still located within the ~~medallion~~.

13. (Currently Amended) The ~~medallion~~ apparatus of claim 4 wherein the switching device comprises ~~means~~ a duty cycle device configured to create ~~for creating~~ a duty cycle which is ~~altered~~ alterable in order to alter the power flow.

14. (Currently Amended) The ~~medallion~~ apparatus of claim 11, wherein the difference has a random element.

15. (Currently Amended) The ~~medallion~~ apparatus of claim 1, wherein the image display comprises a liquid crystal display and a transflective film ~~for at least partially reflecting~~ configured to at least partially reflect environmental light and at least partially ~~lighting~~ light up the at least one image in the presence of environmental light.

16. (Currently Amended) The ~~medallion~~ apparatus of claim 3, wherein the timing controller ~~control means~~ comprises software, embodied in a machine readable media that is encoded with a data structure for operating the timing controller ~~control means~~.

17. (Currently Amended) The ~~medallion~~ apparatus of claim 4, wherein the switching device [[is]] comprises a transistor having a duty cycle that changes in response to the fade-in signal and the fade-out signal.

18. (Currently Amended) The ~~medallion~~ apparatus of claim 8, wherein each of the stages begins at a time that is selected by the timing controller ~~control means~~ with a degree of randomness.

19. (Currently Amended) A method of operation of an apparatus, comprising ~~operating a medallion worn by a user, the medallion being functional in more than one mode, the method comprising the steps of~~:

selecting a mode of operation,

providing a repetitive mode selection signal if the repetitive mode is selected,

~~automatically~~ providing a fade-in signal indicative of increased power, and a fade-out signal indicative of decreased power, repetitively,

inputting power to an image display, and

providing at least one illuminated image ~~by means of said image display~~ in response to the power.

20. (Currently Amended) The method of claim 19 wherein the more than one mode includes the repetitive mode in which the at least one illuminated image fades in and later fades out if the ~~medallion~~ apparatus is in a dark environment, and an off mode in which the image is not visible if the ~~medallion~~ apparatus is in a dark environment, and a fully on mode in which the at least one illuminated image is fully visible without fading.

21. (Currently Amended) The method of claim 19, wherein the ~~medallion~~ apparatus operates with less than full power at substantially all times during the repetitive mode, and wherein the power-up signal and the power-down signal slowly vary the power during the repetitive mode so that the at least one illuminated image has an intensity that appears constant to a human eye over a period of less than five seconds.

22. (Currently Amended) The method of claim 20, further comprising the step of utilizing environmental light to at least partially illuminate the image, by equipping the ~~medallion~~ apparatus with a liquid crystal display that is transflective.

23. (Original) The method of claim 19, wherein the step of providing the fade-in signal and the fade-out signal is performed at times that are selected with a degree of randomness.

24. (New) The method of claim 19, wherein the apparatus is a medallion functional in more than one mode.

25. (New) Software, embodied in a machine readable media that is encoded with a data structure for operating the apparatus of claim 19.

26. (New) An apparatus, comprising:

means for selecting a mode of operation,

means for providing a repetitive mode selection signal if the repetitive mode is selected,

means for providing a fade-in signal indicative of increased power, and a fade-out signal indicative of decreased power, repetitively,

means for inputting power to an image display, and

means for providing at least one illuminated image in response to the power.

27. (New) The apparatus of claim 26 wherein the more than one mode includes the repetitive mode in which the at least one illuminated image fades in and later fades out if the apparatus is in a dark environment, and an off mode in which the image is not visible if the apparatus is in a dark environment, and a fully on mode in which the at least one illuminated image is fully visible without fading.

28. (New) The apparatus of claim 26, wherein the apparatus operates with less than full power at substantially all times during the repetitive mode, and wherein the power-up signal and the power-down signal slowly vary the power during the repetitive mode so that the at least one illuminated image has an intensity that appears constant to a human eye over a period of less than five seconds.

29. (New) The apparatus of claim 27, further comprising means for utilizing environmental light to at least partially illuminate the image, by equipping the apparatus with a liquid crystal display that is transflective.

30. (New) The apparatus of claim 26, wherein the fade-in signal and the fade-out signal are provided at times that are selected with a degree of randomness.

31. (New) The apparatus of claim 26, wherein the apparatus is a medallion functional in more than one mode.

32. (New) An apparatus, comprising:

a button or switch configured to select a mode of operation,

a mode selector configured to provide a repetitive mode selection signal if the repetitive mode is selected,

a timing controller configured to provide a fade-in signal indicative of increased power, and a fade-out signal indicative of decreased power, repetitively,

a power source configured to input power to an image display, and

an image display configured to provide at least one illuminated image in response to the power.

33. (New) The apparatus of claim 32 wherein the more than one mode includes the repetitive mode in which the at least one illuminated image fades in and later fades out if the apparatus is in a dark environment, and an off mode in which the image is not visible if the apparatus is in a dark environment, and a fully on mode in which the at least one illuminated image is fully visible without fading.

34. (New) The apparatus of claim 32, wherein the apparatus operates with less than full power at substantially all times during the repetitive mode, and wherein the power-up signal and the power-down signal slowly vary the power during the repetitive mode so that the at least one illuminated image has an intensity that appears constant to a human eye over a period of less than five seconds.

35. (New) The apparatus of claim 32, wherein the fade-in signal and the fade-out signal are provided at times that are selected with a degree of randomness.